

**South Park Stakeholders Group – DISI Committee Meeting  
Thursday, July 11, 2013, 8:30 AM  
1333 S. Hope St, Los Angeles, CA 90015**

**Committee Members:** Jessica Lall, Robin Bieker, Tyler Stonebreaker, Lihn Ho, Bob Buente, Nate Nusbaum

**Staff:** Amanda Irvine

**MINUTES:**

**Interim Committee Chair, Jessica Lall, called the meeting to order at 8:45 AM. There were no public announcements or comments.**

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
<b>Public Comment</b>	No public comment	<b>No action taken</b>
<b>Logo implementation / marketing update</b>	New logo has been implemented on: pens, folders, magnets, mugs, water bottles, trifold, t-shirts, and uniforms. We disseminated info on the new logo and color scheme on flyers out to the community to give away or post, social media updates, and an e-blast.	<b>No action taken</b>
<b>Review website content &amp; layout</b>	<i>Tabled</i>	<b>No action taken</b>
<b>Recommendation on ULI – TAP study for South Park</b>	<p>SPCBD has gotten connected with ULI, premier organization for real estate development. We need a real estate plan, have to start considering the future long-term, along the following issues: hotel, residential, basic commercial services, public space, community connectivity, etc. Horizontal vs. vertical density- what is appropriate in this area? What should we be promoted as the best use of this space. A ULI TAP is a Technical Assistance Panel, where a committee is immersed in the community for 1.5 days and will create a specific recommendation report with implementation ideas. We have the money for this, this is the time to do it before the year is out. It would be completed by Thanksgiving, and would give us a chance to start utilizing it next year. We would form an ad-hoc committee on identifying the panelists and creating the briefing book along with staff. This expert focus has been done for many other areas in the past.</p> <p><b>Bob</b> - What we need is deeper, none of this superficiality that can be obtained by forming quick opinions. One of the main benefits to SP is a third party, informed opinion on what is going on and how to move forward.</p>	<p><b>Nate motions to recommend to the Board to allocate up to \$35,000 for the ULI TAP study and to form an ad-hoc committee to be completed in 2013. Lihn seconds, all in favor, none opposed.</b></p>

	<p><b>Nate</b> – Did we put this out to RFP? <i>No, they came to us with this concept that they do.</i> We should include in the contract information how they collect the data they bring to the table. Should contact Connie Wrangle – planning and disaster preparedness person at CHMC.</p> <p><b>Lihn</b> – What does this cost cover? <i>The pre-panel organization, 2 days of panel, creating the report, and owning the report when it is completed.</i></p>	
<b>Review and make recommendation on mobile kiosk</b>	<p>SPCBD is asked to staff events with booths, plus with the influx of tourism, we are asking our officers to work as ambassadors as well as safe and clean. Idea of a “smart kiosk” – it’s a pop up that is fully branded, equipped with wifi, music, lights, storage and display. Could be great for conventions, events, etc. Provide info for keeping people in the district.</p> <p><b>Nate</b> – Whats the mobility of it – how must it be transported? <i>We’ll look into it.</i> Would be nice to have a flexible portion of it that could change throughout the year. Is this the only model? We should get the best one we can get? <i>Will look into it.</i> Set up a parklet in front of it!</p> <p>Do you have an auditor? <i>Yes, and they have approved these kinds of big-ticket items have been approved to come out of the capital budget that needs to be spent before the end of this year.</i></p> <p>We should name it so when people see it they can say “I saw Phil at...”</p> <p><b>Lihn</b> – Lets utilize Open Table and something for hotels – making any website into an icon on a tablet, so info can be looked up electronically on it. Could send them a text or an email with promotions at the restaurant. LED lights on top/underneath of the structure.</p>	<b>Lihn motions to recommend to the Board to allocate up to \$30,000 for a high-tech mobile kiosk. Nate seconds, all in favor, none opposed.</b>
<b>Discussion on South Park marketing items for conventions</b>	<i>Tabled</i>	<b>No action taken</b>
<b>Update on Farmers Market</b>	SPCBD has heard from Raw Materials that the vendors are not all that interested in doing a Farmers Market here. We’re looking to see what options are available to us in this regard – perhaps another company if necessary, or reaching out to the vendors with more info on the area	<b>No action taken</b>
<b>Other Business</b>	<b>Nate</b> – Every 5 years, non-profit hospitals have to do a local needs assessment. He will get us this for our uses	<b>No action taken</b>

	<p>and for the TAP study.</p> <p>The CRA is giving hospital rights to Venice Hope Park, possibly we could help financially support it as a district benefit.</p> <p><b>Lihn</b> – Waterfall lights or similar idea at entry spots in the district, in our logo colors. How would this work with the businesses, market the entry? Going to speak about at the next meeting in further detail.</p>	
<b>Next Meeting</b>	Wednesday, August 8 at 8:30 AM	

**Bob adjourns meeting at 9:50**

**NEXT STEPS:**

- **Jessica will:**
  - Work with ULI if the Board approves TAP study
  - Work on kiosk if approved by the Board
- **Amanda will:**
  - Add a solid border to Cartifact map in trifold and for website
  - Continue to design promotional materials
  - Continue to move forward with the website and social media

**Minutes taken by Amanda Irvine, staff.**